What is Claimed is:

1.   A method for use in a Web Services system comprising:

providing at least one first Business Service under a first Business Entity; and

providing a Business Service Projection under a second Business Entity, the Business Service Projection reflecting the at least one first Business Service under the second Business entity.

2.   The method as recited in claim 1, further comprising representing an alternative name, including representing the alternative name by a Directory technology alias feature.

3.   The method as recited in claim 2, wherein the alias feature is embodied in an alias object including a naming attribute with a value being an alternative name and including an alias object name with a value being a name of the Directory object to which the alias points.

4.   A computer recording medium including computer executable code for use in a Web Services system comprising:

code for providing at least one first Business Service under a first Business Entity; and

code for providing a Business Service Projection under a second Business Entity, the Business Service Projection reflecting the at least one first Business Service under the second Business entity.

5.   The computer recording medium as recited in claim 4, further comprising code for representing an alternative name, including representing the alternative name by a Directory technology alias feature.

6.   The computer recording medium as recited in claim 5, wherein the alias feature is embodied in an alias object including a naming attribute with a value being an alternative name and including an alias object name with a value being a name of the Directory object to which the alias points.